

# Tektronix taking new products to NAB

The National Association of Broadcasters (NAB) convention in Dallas, April 4-7, will once again be a spotlight for Tek's "show business career."

The NAB is a really big show with over 400 exhibitors (including Tektronix and Tek's subsidiary, the Grass Valley Group), celebrities such as Walter Cronkite, Glen Campbell and Steve Allen, and a full schedule of engineering workshops. Many of the people attending the show use Tek and GVG products to make sure the show does actually go on at radio and TV stations around the world.

The Tek exhibit, previewed for employees March 19 in the Building 16 cafeteria, features products from Communications Division, Instruments Division, and Sony/Tek.

New Tek product introductions set for the NAB are:

- A new option for the ANSWER video monitoring system.
- The portable 380 Test Monitor, manufactured by Sony/Tektronix.
- Three new options for the 690SR color monitor.

Other products featured in the exhibit that have been introduced since last year's NAB convention in Las Vegas include:

- The OF150 Fiber Optics Tester, a recently introduced state-of-the-art instrument to serve the rapidly growing fiber optics segment of the communications industry.
- The 496 Spectrum Analyzer, a microprocessor-based instrument for analyzing transmissions in the 1 KHz to 1.8 GHz range.
- 2200 Series oscilloscopes, the value leader in the 60 MHz range.
- 2300 Series scopes, rugged 100 MHz portables designed especially for field use.
- TM5000, a new IEEE-488 test and measurement product line that simplifies system integration and software tasks.
- A new option for the AA501 Distortion Analyzer permits noise measurements that meet requirements of many users in such areas as Europe, Australia and New Zealand. It offers in one product a combination of features not available from competitors.

## ANSWER made easier

The Option 03 NTSC Transmitter Monitoring Software for the 1980 ANSWER video monitoring system provides users with relief from routine measurement runs by providing: 1) continuous, automatic monitoring of user specified video signal characteristics; 2) automatic alerts with printout, telephone call, or alarm device whenever the monitored signal(s) violates user-set limits; 3) automatic logging of specified measurement parameters at user specified times.

Since these measurements are made using a digital, programmable monitor, the results are not dependent on the knobs being set correctly. All set-up values have been programmed in for reliable and repeatable measurements.



**REX STEVENS** (Waveform Monitors/Vectorscopes Product Marketing manager), right, gets to tell people about the Sony/Tek 380 Test Monitor being introduced to the U.S. at the NAB show. Stuart Fox won't be introducing new products at the NAB, but he's just as enthusiastic about his signal generators, the R1900 and 1410.

Tek's television generators are used extensively throughout the broadcast industry in all parts of the world, and they are also the source of high quality test signals for Tek's other products at the show. Following the NAB, Rex will conduct a workshop on basic video signal monitoring for the International Television Association.



**RICHARD OSBORN** (FDI Product Line Marketing manager) demonstrates the OF150 Fiber Optics Tester. Herb Davidson, right, from KOIN, said the new KOIN building will have a fiber optic cable from the studio to the microwave transmitter on the roof in order to eliminate possible picture signal interference from sources within the building.



**LARRY HARRINGTON** (ANSWER Product Marketing manager) explains the information produced by the ANSWER video monitoring system.

Although the Option 03 Software is intended for video signal monitoring, it is also a valuable tool for acceptance testing of video equipment and for studio maintenance.

The 1980 ANSWER Option 03 has been developed for use by television networks, station groups, network stations, network affiliates, independent stations, cable operators, public broadcasters, and direct broadcasters.

Standard asynchronous terminals, printers, plotters, and modems may be used with ANSWER for control, logging, graphics and alarms. The 1980 ANSWER with the Option 03 NTSC Transmitter Monitoring Software costs \$26,000. With a graphic display terminal, such as the Tektronix 4006-1 Computing Display Terminal and a hard copy unit, such as the Tektronix 4611, a complete ANSWER system costs about \$34,000.

### 380 combines functions

The portable 380 NTSC Test Monitor, from Sony/Tek, is the only product of its kind in the world. It incorporates the functions of a waveform monitor, vectorscope and an oscilloscope, and it enables the user to examine the entire video signal.

The 380 has been successful in Japan for over a year and is now available to customers throughout the world through normal Tek marketing channels.

Capable of many measurements required for television, the 380 performs by itself as a precise measurement unit as well as for normal signal monitoring in television production. The new product is optimized for use in field applications and other portable operations, such as testing and measuring broadcast equipment in the studio, mobile production van, and at the transmitter site.

In addition to the U.S. and Japan, other NTSC nations include Mexico, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, Panama, Bermuda, Bahamas, Cuba, Dominican Republic, Haiti, Puerto Rico, Barbados, Trinidad/Tobago, Venezuela, Colombia, Ecuador, Peru, Chile, Surinam, South Korea, Taiwan and The Philippines.

A 380 version for European countries will be available later this year.

### 690 has more options

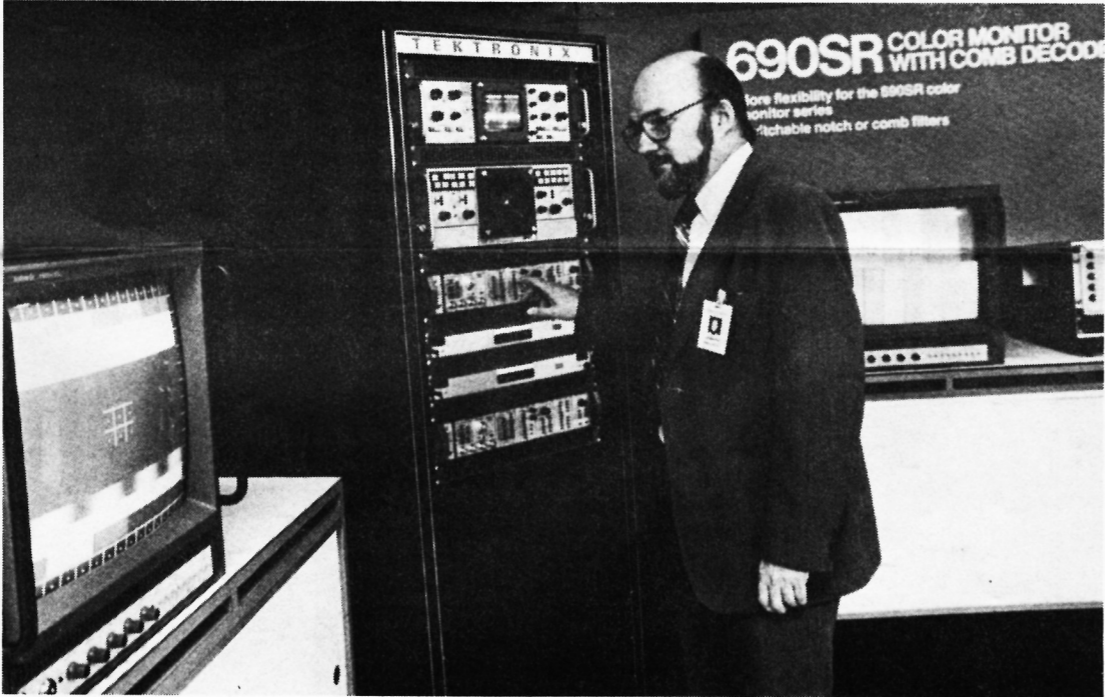
Several new versions of the 690SR Picture Monitor will be introduced at NAB.

To enhance the 690SR as THE reference monitor, Tek has introduced a version having a Switchable Comb/Notch Decoder for precise monitoring of the picture. For customers involved in display research and development, or state-of-the-art displays from sources such as computer generated signals, a version of the 690SR with RGB interface will be displayed. Also new at NAB will be the 690SR with the PAL Decoder Option.

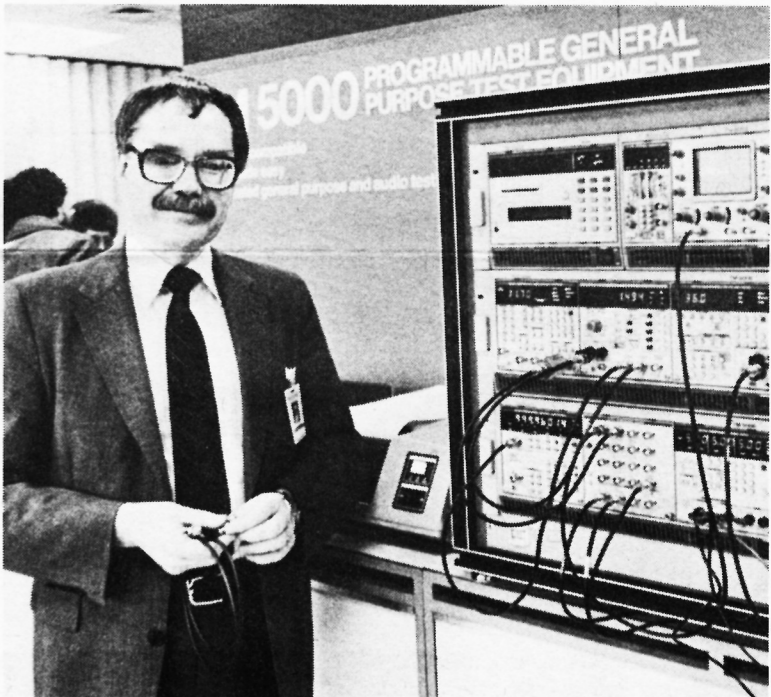
Tek monitors are being sold into many new markets where their ultra-high quality display is opening up new uses for color picture monitors.

### GVG features

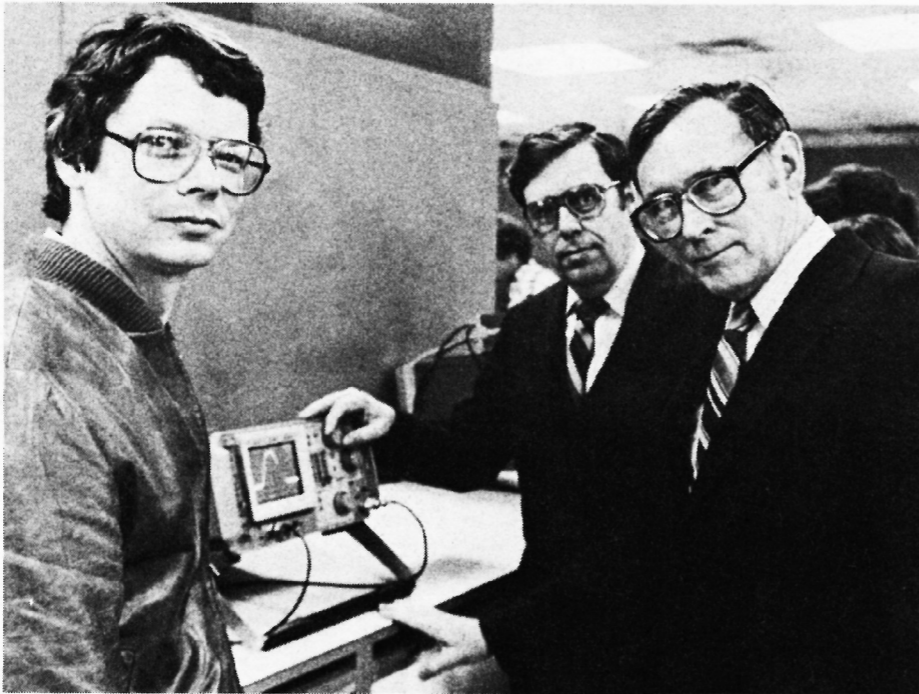
The Grass Valley Group will feature new options for their TV switchers, new effects capabilities for their video effects system, and a new fiber optic audio and video communications system.



**JOE HALLET** (Image Display Product Marketing manager) is a veteran of NAB shows. He says some aspects of trade shows can be tiring, but he always enjoys talking to the people who come to the Tek exhibit. Joe will be talking about the 690SR Color Monitor and its various options.



**BOB METZLER** (General Purpose Instruments Engineering manager) will be in Dallas to talk about the TM5000 system of plug-in test and measurement instruments.



**WARREN BEALS** (TV Products sales engineer at the Portland field office), center, invited some local TV people to preview Tek's NAB exhibit when it was set up March 19 in the Bldg. 16 cafeteria. Pictured with Warren are visitors from KOIN (Channel 6), Lee Wood, left, chief operator, and Herb Davidson, director of engineering. The instrument is a 496 Spectrum Analyzer.



**MARSHALL PRYOR**, left, is Portable Oscilloscopes Marketing manager. **Ed Caryl** (ID Communications) will talk to visitors at the NAB about scopes and then attend the International Television Association conference, also in Dallas.